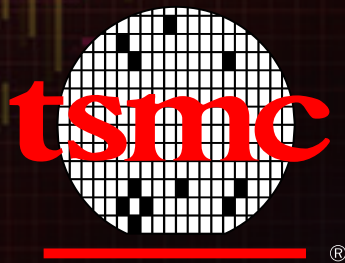


**Leveraging design house and foundry
collaboration to drive power and area gains at
leading-edge process nodes**

MediaTek USA Inc



**TSMC 2016
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ABSTRACT

With the slowing advance of Moore's Law, the direct benefits of scaling can no longer keep pace with historical trends. To realize potential gains from the next process node, design method innovations are required. Such innovations can only be achieved by close collaboration between the design house and its key foundry partner. As a leader offering complex SoCs for mobile applications, MediaTek faces power, performance and area challenges in silicon realization. In this talk, we describe circuit design and implementation strategies built on the foundation of TSMC solutions to boost gains in power and area.